

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 111020Z NOV 75
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 4276
INFO USDOC WASHDC

UNCLAS TEHRAN 10980

USDOC FOR CAGNE

E.O. 11652: N/A
TAGS: BEXP, IR
SUBJECT: PROPOSED PMMI TRADE IOGA MISSION

REF: STATE 261496

1. EMBASSY RECOMMENDS OCTOBER 3-7, 1976 OR OCTOBER 17-21, 1976 AS WEEKS FREE OF CONFLICTS FOR PROPOSED PMMI IOGA MISSION. MISSION SHOULD BE SCHEDULED FOR SUNDAY THROUGH THURSDAY TO CONFORM TO EMBASSY AND TRADE CENTER WORKWEEK. FRIDAY ALL BUSINESSES CLOSED. IT SHOULD BE NOTED, HOWEVER, THAT RE EMBASSY SUPPORT FOR MISSION, JUNE IS A BETTER MONTH THAN OCTOBER WHEN THE NUMBER OF MISSIONS AND VISITORS HERE INCREASES GREATLY. TEHRAN TRADE CENTER MAY BE USED FOR MISSION HEAD-QUARTERS (IN OCTOBER 1976), DEPENDING UPON SCHEDULING.

2. PARTICIPATING FIRMS SHOULD BE CHOSEN FROM NON-COMPETING LINES. SMALL MACHINERY WITH LIMITED CAPACITIES; I.E., NO BIG SYSTEMS, ARE MOST SUITED TO THE MARKET. SELECTION OF EQUIPMENT SHOULD BE GEARED TO DIRECT FLOOR SALES. MACHINERY SYSTEMS SHOULD BE INTERCHANGEABLE WITHIN TM AND WITH EXISTING MACHINERY, IF POSSIBLE. MOST EFFECTIVE IOGA WOULD INCLUDE PROCESSORS AS WELL AS PACKAGERS. TYPES OF EQUIPMENT: GRAVITY FILLERS FOR SEMI-VISCOUS LIQUIDS; PACKAGING EQUIPMENT FOR PLASTIC CONTAINERS AND VACUUM PACKAGING; STERILIZER COOKERS FOR CANS; LABELLING MACHINERY FOR PLASTIC; AND CHOPPERS, GRADERS, MIXERS,
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AND BLENDERS FOR INDUSTRIAL USE WITH CAPACITY OF 100-1000

KGS/HOUR.

3. FYI, AN INTERNATIONAL TRADE SHOW, IRAN-PACK, FOCUSING ON PACKAGING, WILL BE HELD AT THE TEHRAN INTERNATIONAL FAIRGROUNDS JUNE 23-28, 1976. POST SUGGESTS THAT PMMI CONSIDER THE ALTERNATIVE OF PURCHASING A BOOTH IN THIS EVENT IN LIEU OF SPONSORING A SEPARATE IOGA TM TO MAXIMIZE IMPACT ON POTENTIAL BUYERS. PMMI SHOULD CONTACT CAVIN AND TUBIANA IN NEW YORK CITY FOR FURTHER INFO ABOUT THIS FAIR.

4. ACTION REQUESTED: COMMENT ON PARAGRAPHS ONE AND THREE RE DATE AND TYPE OF PACKAGING PROMOTIONAL ACTIVITY PREFERRED BY PMMI AND USDOC.
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